

Rep Order# 6832438	Ver# 4	Status Returned	Traffic Order# 104822	Printed: 07/27/2012 11:40 AM	1 of 10
EC'd Yes				Last Received: 07/26/2012 7:46 AM	
				Showing Buylines: All Lines	

Station KSNV-TV LAS VEGAS, NV.	Agency () CROSSROADS MEDIA	Rep Firm
Advertiser () AMER. CROSSROADS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office () PHILADELPHIA
Product American Crossroads	ALEXANDRIA, VA 22314	Salesperson () AMY MCCREARY
Estimate# 694	Agency C/P1/P2/E 11/27/694	
Buyer Emily Milhoan	Flight Dates 10/30/2012 - 11/05/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

-- CONTRACT COMMENT --
SC=*

-- REMARKS --
PLEASE SEE BELOW FOR TP CHANGES. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SU	5P-630P	NBC SUN-FTBL<	:30	\$650.00	11/04-11/04	0	0	0	\$0.00	
	2	SU	7P-9P	NBC SUN-FTBL<	:30	\$1,000.00	11/04-11/04	0	0	0	\$0.00	
	3	TU	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	10/30-10/30	1	1	1	\$200.00	
	4	W	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	10/31-10/31	1	1	1	\$200.00	
	5	TH	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	11/01-11/01	1	1	1	\$200.00	
	6	SU	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	11/04-11/04	1	1	1	\$200.00	
	7	M	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	11/05-11/05	1	1	1	\$200.00	
	8	TU	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/30-10/30	1	1	1	\$325.00	
	9	W	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/31-10/31	1	1	1	\$325.00	
	10	TH	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	11/01-11/01	1	1	1	\$325.00	
	11	F	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	11/02-11/02	1	1	1	\$325.00	
	12	M	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	11/05-11/05	1	1	1	\$325.00	

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Flight Dates 10/30/2012 - 11/05/2012
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	29	F	1235A-135A	J FALLON-NBC<	:30	\$250.00	11/02-11/02	1	1	1	\$250.00	
	30	M	1235A-135A	J FALLON-NBC<	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	31	TU	10A-11A	TODAY SHW3-NBC	:30	\$325.00	10/30-10/30	1	1	1	\$325.00	
	32	W	10A-11A	TODAY SHW3-NBC	:30	\$325.00	10/31-10/31	1	1	1	\$325.00	
	33	TH	10A-11A	TODAY SHW3-NBC	:30	\$325.00	11/01-11/01	1	1	1	\$325.00	
	34	F	10A-11A	TODAY SHW3-NBC	:30	\$325.00	11/02-11/02	1	1	1	\$325.00	
	35	M	10A-11A	TODAY SHW3-NBC	:30	\$325.00	11/05-11/05	1	1	1	\$325.00	
	36	TU	5A-6A	WAKE W/WAGNRS1	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
	37	W	5A-6A	WAKE W/WAGNRS1	:30	\$450.00	10/31-10/31	1	1	1	\$450.00	
	38	TH	5A-6A	WAKE W/WAGNRS1	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
	39	F	5A-6A	WAKE W/WAGNRS1	:30	\$450.00	11/02-11/02	1	1	1	\$450.00	
	40	M	5A-6A	WAKE W/WAGNRS1	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	41	TU	9A-10A	TODAY SHW2-NBC	:30	\$750.00	10/30-10/30	1	1	1	\$750.00	
	42	W	9A-10A	TODAY SHW2-NBC	:30	\$750.00	10/31-10/31	1	1	1	\$750.00	
	43	TH	9A-10A	TODAY SHW2-NBC	:30	\$750.00	11/01-11/01	1	1	1	\$750.00	

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

Advertiser () AMER. CROSSROADS

Product American Crossroads

Estimate# 694

Buyer Emily Milhoan

Phone#

Fax#

Agency () CROSSROADS MEDIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/694

Flight Dates 10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	F	9A-10A	TODAY SHW2-NBC	:30	\$750.00	11/02-11/02	1	1	1	\$750.00	
	45	M	9A-10A	TODAY SHW2-NBC	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	46	SA	630P-7P	JEP	:30	\$550.00	11/03-11/03	1	1	1	\$550.00	
	47	TU	7P-730P	WHEEL	:30	\$1,300.00	10/30-10/30	1	1	1	\$1,300.00	
	48	W	7P-730P	WHEEL	:30	\$1,300.00	10/31-10/31	1	1	1	\$1,300.00	
	49	TH	7P-730P	WHEEL	:30	\$1,300.00	11/01-11/01	1	1	1	\$1,300.00	
	50	F	7P-730P	WHEEL	:30	\$1,300.00	11/02-11/02	1	1	1	\$1,300.00	
	51	M	7P-730P	WHEEL	:30	\$1,300.00	11/05-11/05	1	1	1	\$1,300.00	
	52	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	10/30-10/30	1	1	1	\$750.00	
	53	W	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	10/31-10/31	1	1	1	\$750.00	
	54	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	11/01-11/01	1	1	1	\$750.00	
	55	F	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	11/02-11/02	1	1	1	\$750.00	
	56	M	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	57	TU	4P-5P	NEWS	:30	\$725.00	10/30-10/30	1	1	1	\$725.00	
	58	W	4P-5P	NEWS	:30	\$725.00	10/31-10/31	1	1	1	\$725.00	

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	59	TH	4P-5P	NEWS	:30	\$725.00	11/01-11/01	1	1	1	\$725.00	
	60	F	4P-5P	NEWS	:30	\$725.00	11/02-11/02	1	1	1	\$725.00	
	61	M	4P-5P	NEWS	:30	\$725.00	11/05-11/05	1	1	1	\$725.00	
	62	TU	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	63	W	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	64	TH	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	65	F	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	66	M	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	67	TU	7A-9A	TODAY SHW	:30	\$1,500.00	10/30-10/30	1	1	1	\$1,500.00	
	68	W	7A-9A	TODAY SHW	:30	\$1,500.00	10/31-10/31	1	1	1	\$1,500.00	
	69	TH	7A-9A	TODAY SHW	:30	\$1,500.00	11/01-11/01	1	1	1	\$1,500.00	
	70	F	7A-9A	TODAY SHW	:30	\$1,500.00	11/02-11/02	1	1	1	\$1,500.00	
	71	M	7A-9A	TODAY SHW	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	72	TU	4P-430P	FIRST NWS 3-4<	:30	\$700.00	10/30-10/30	0	0	0	\$0.00	
	73	W	4P-430P	FIRST NWS 3-4<	:30	\$700.00	10/31-10/31	0	0	0	\$0.00	
	74	TH	4P-430P	FIRST NWS 3-4<	:30	\$700.00	11/01-11/01	0	0	0	\$0.00	
	75	F	4P-430P	FIRST NWS 3-4<	:30	\$700.00	11/02-11/02	0	0	0	\$0.00	

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6 of 10

Station KSNV-TV LAS VEGAS, NV.
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Product American Crossroads
Estimate# 694
Buyer Emily Milhoan
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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/694
Flight Dates 10/30/2012 - 11/05/2012
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Salesperson Phone# 215-568-6540
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	76	M	4P-430P	FIRST NWS 3-4<	:30	\$700.00	11/05-11/05	0	0	0	\$0.00	
	77	TU	5P-630P	VARIOUS	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
	78	W	5P-630P	VARIOUS	:30	\$1,200.00	10/31-10/31	1	1	1	\$1,200.00	
	79	TH	5P-630P	VARIOUS	:30	\$1,200.00	11/01-11/01	1	1	1	\$1,200.00	
	80	F	5P-630P	VARIOUS	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	81	M	5P-630P	VARIOUS	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
	82	TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/30-10/30	1	1	1	\$425.00	
	83	W	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/31-10/31	1	1	1	\$425.00	
	84	TH	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	11/01-11/01	1	1	1	\$425.00	
	85	F	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	11/02-11/02	1	1	1	\$425.00	
	86	M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	11/05-11/05	1	1	1	\$425.00	
	87	SA	6A-7A	AVG. ALL WKS	:30	\$350.00	11/03-11/03	1	1	1	\$350.00	
	88	TU	3P-4P	DR. PHIL<	:30	\$450.00	10/30-10/30	1	1	1	\$450.00	
	89	W	3P-4P	DR. PHIL<	:30	\$450.00	10/31-10/31	1	1	1	\$450.00	
	90	TH	3P-4P	DR. PHIL<	:30	\$450.00	11/01-11/01	1	1	1	\$450.00	
	91	F	3P-4P	DR. PHIL<	:30	\$450.00	11/02-11/02	1	1	1	\$450.00	

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Agency C/P1/P2/E 11/27/694
Flight Dates 10/30/2012 - 11/05/2012
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	92	M	3P-4P	DR. PHIL<	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	93	SU	7A-8A	SUN TODAY-NBC	:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
	94	SA	7A-9A	AVG. ALL WKS	:30	\$625.00	11/03-11/03	1	1	1	\$625.00	
	95	W	9P-10P	SVU	:30	\$4,000.00	10/31-10/31	1	1	1	\$4,000.00	
	96	SA	8P-9P	NBC PRIME	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
	97	SA	8P-9P	AVG. ALL WKS	:30	\$550.00	11/03-11/03	0	0	0	\$0.00	
	98	SA	9A-930A	AVG. ALL WKS	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	99	SA	11A-12P	AVG. ALL WKS	:30	\$175.00	11/03-11/03	0	0	0	\$0.00	
	100	SA	11P-1135P	WKD2 NWS-AT 11<	:30	\$1,100.00	11/03-11/03	1	1	1	\$1,100.00	
	101	SU	930A-10A	CM	:30	\$600.00	11/04-11/04	1	1	1	\$600.00	
	102	SA	5P-630P	AVG. ALL WKS	:30	\$675.00	11/03-11/03	1	1	1	\$675.00	
	103	TH	10P-11P	ROCK CENTER	:30	\$3,200.00	11/01-11/01	1	1	1	\$3,200.00	
	104	TU	10P-11P	PARENTHOOD-NBC	:30	\$750.00	10/30-10/30	0	0	0	\$0.00	
	105	F	9P-11P	GRIMM-NBC/DATELINE FR-NBC	:30	\$1,400.00	11/02-11/02	0	0	0	\$0.00	
	106	TU	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	10/30-10/30	1	1	1	\$425.00	
	107	W	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	10/31-10/31	1	1	1	\$425.00	
	108	TH	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	11/01-11/01	1	1	1	\$425.00	

Showing Buylines: All Lines

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Advertiser () AMER. CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY
Estimate# 694 Agency C/P1/P2/E 11/27/694 Flight Dates 10/30/2012 - 11/05/2012 Salesperson Phone# 215-568-6540
Buyer Emily Milhoan Hiatus Weeks Salesperson FAX# 215-568-1845
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	109	F	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	11/02-11/02	1	1	1	\$425.00	
	110	M	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	11/05-11/05	1	1	1	\$425.00	
	111	SU	9P-11P	LAW & ORDER<	:30	\$1,150.00	11/04-11/04	0	0	0	\$0.00	
	112	SU	9A-930A	AVG. ALL WKS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	113	TU	11P-1135P	NEWS 3 AT 11<	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
	114	W	11P-1135P	NEWS 3 AT 11<	:30	\$1,200.00	10/31-10/31	1	1	1	\$1,200.00	
	115	TH	11P-1135P	NEWS 3 AT 11<	:30	\$1,200.00	11/01-11/01	1	1	1	\$1,200.00	
	116	F	11P-1135P	NEWS 3 AT 11<	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	117	M	11P-1135P	NEWS 3 AT 11<	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
	118	W	9P-11P	AVG. ALL WKS	:30	\$2,300.00	10/31-10/31	0	0	0	\$0.00	
	*119	TU-W	630P-7P	FACE-J RALSTON<	:30	\$900.00	10/30-10/31	2	1	2	\$1,800.00	
			Station Remark: V4 NOT NA - 730-8P FACE TO FACE									
	*120	TH-F	630P-7P	FACE-J RALSTON<	:30	\$900.00	11/01-11/02	2	1	2	\$1,800.00	
			Station Remark: V4 NOT NA - 730-8P FACE TO FACE									
	*121	M	630P-7P	FACE-J RALSTON<	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
			Station Remark: V4 NOT NA - 730-8P FACE TO FACE									
	122	TU	8P-9P	BIGST LR12-NBC	:30	\$1,350.00	10/30-10/30	0	0	0	\$0.00	
	123	TH	8P-9P	COMMUNITY-NBC/PARK & REC-NBC	:30	\$1,350.00	11/01-11/01	0	0	0	\$0.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	124	M	9P-11P	SING OFF-NBC/ROCK-WILMS-NBC	:30	\$3,000.00	11/05-11/05	0	0	0	\$0.00	
	125	TU	8P-10P	BIGST IR12-NBC	:30	\$3,000.00	10/30-10/30	0	0	0	\$0.00	
	126	SU	8A-9A	MEET PRESS-SUN	:30	\$3,000.00	11/04-11/04	1	1	1	\$3,000.00	
	127	SU	9P-10P	NEWS AFT NFL	:30	\$1,200.00	11/04-11/04	1	1	1	\$1,200.00	

Buyline Comment: NEWS AFT NFL

---REPORT TOTALS---

Report Totals: 111 / \$83,275.00

---SALES MONTHLY TOTALS---

Nov 12: 111 / \$83,275.00
Sales Totals: 111 / \$83,275.00
Station Totals: 111 / \$83,275.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$268,629	CATV 0%	KBLR 0%	KINC 0%	KLAS 33%	KSNV 31%
		KTNV 16%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 17%
		XXXX 0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

--- CREDIT RISK ---

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CASH IN ADVANCE